

REMARKS

The Examiner rejected the claims for substantially the same reasons set forth by the Examiner in a previous office action, except that the Examiner in this rejection has further stated with regard to claim 1 that it would have been obvious to one of ordinary skill in the art at the time the invention was made to construct a first and second support substrate integrally, since it has been held that forming in one piece an article which was formerly formed in two pieces and put together involves only routine skill in the art. Therefore, the first and second support substrates of the Applebaum reference are capable of being an integral substrate since the image on the face of the substrate is continuous from one substrate to the other.

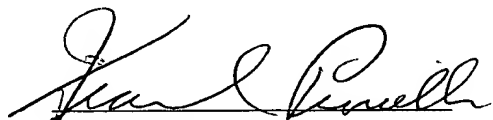
Applicants respectfully submit that this is totally contrary to the teachings of Applebaum as set forth at column 2, lines 36-41, "It is the principal object of the invention to produce a construction and method for making a panoramic photograph album, whereby a double-wide photograph can be presented in an album of normal size in an attractive manner, and without damage thereto during opening and closing of the album." Thus, it is respectfully submitted that Applebaum clearly teaches away from providing a crease, fold line or anything else in the image area itself. This reference teaches away from doing that as it does not wish to damage the images. Almost anything is capable of being an integral substrate. The only thing that is continuous in the Applebaum reference is the images formed on the photographs. However, this is in direct opposition to Applicants' invention where the image forming substrates are continuous and which include fold lines. Applicants respectfully submit that to argue that it would have been obvious to provide fold lines in Applebaum is not based on the prior art but on hindsight reconstructions. Applicants' invention, as claimed in claim 1, is directed to a specific structure for a dual-sided integral composite image product. In order to accomplish this, the present invention includes a first and second continuous support substrate each having a separate image layer thereon having at least one image. It is the support substrate with the integral images that include a fold line about which the integral composite image may be folded. As previously noted, Applebaum does not teach or suggest this, but in fact teaches away from this. The Examiner, in response to Applicants'

previous argument states that the present invention is not limited to a continuous non-interrupted support substrate. With respect to figures 11, 12 and 13, Figures 11 and 12 are accurate in their description of the continuous non-interrupted support substrate, however, in reviewing of the Figure 13, it would appear that this figure is not totally accurate in accordance with the description. As described at page 5, Figure 13 is a large cross-sectional view illustrating another method by which the foregoing may be produced, and on page 9, lines 18-21 talks about using an embossing disc 80 for producing an embossed crease in the substrate and an opposed cutting tool for producing a cut in the adjacent substrate 14. The drawing, as originally indicated, almost appears to show that the substrates were actually being cut through. This is not indeed the case nor meant to be the case. Applicants submit a proposed new drawing of Figure 13 whereas the red circled area indicates the area that has been corrected. It is respectfully submitted that this amendment to the drawings does not add new matter, but is fully supported by the specification at page 5.

While Applebaum may be capable of being cut or produced in two separate parts, the present invention is not designed to be in two separate parts but in fact is continuous. In order to make this clear, independent claims 1, 2, 9, 44, 45 and 46 have been amended to refer to continuous non-interrupted support substrates.

In view of the foregoing and Applicants' previous arguments submitted in Applicants' previous response, Applicants respectfully submit that the claims in their present form are in condition for allowance and such action is respectfully requested.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Frank Pincelli", written in dark ink.

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